

Message Text

UNCLASSIFIED

PAGE 01 MOSCOW 09201 271419Z
ACTION EUR-12

INFO OCT-01 ISO-00 EB-07 /020 W
-----098294 271420Z /53

P R 271251Z JUN 77
FM AMEMBASSY MOSCOW
TO USDOC WASHDC PRIORITY
INFO SECSTATE WASHDC 9151
AMEMBASSY VIENNA
AMEMBASSY WARSAW
USIA WASHDC

UNCLAS MOSCOW 9201

USDOC FOR BEWT (REICH, MURRIN, THOMPSON)

VIENNA FOR CONTILLIUS

WARSAW FOR USTDO (HERTZBERG)

USIA FOR IBS/PS

EUR/SOV (EDGAR)

E.O. 11652: N/A
TAGS: BEXP,UR
SUBJECT: ELECTRO '77 FINAL REPORT

1. DUE TO ONGOING NEGOTIATIONS FOR APPROXIMATELY \$300,000
WORTH OF EQUIPMENT AFTER CLOSING OF EXHIBIT, THIS REPORT IS
SUBJECT TO CHANGE.

2. REPORT OF ELECTRO '77, TYPE I FAIR, AS OF COB JUNE 24,
1977. FORMAT FOLLOWS:

(A) ELECTRO 77 TYPE I FAIR
(B) SOKOL'NIKI PARK, MOSCOW, USSR
JUNE 9 - JUNE 23, 1977
UNCLASSIFIED

UNCLASSIFIED

PAGE 02 MOSCOW 09201 271419Z

(C) AGENTS APPOINTED --0--
UNDER NEGOTIATION --2--
(D) FLOOR SALES AND ORDERS RESULTING FROM SHOW:
1,179,000 U.S. DOLLARS. BASED ON INTERVIEWS WITH ALL PARTICI-
PANTS, ELECTRO '77 STAFF ESTIMATED THAT 30-40 PERCENT OF THIS
TOTAL WAS PRENEGOTIATED. PROPOSALS WERE REQUESTED FOR SALE OF
AN ADDITIONAL ESTIMATED \$400,000 WORTH OF EQUIPMENT. OF SALABLE

EQUIPMENT ON PHYSICAL DISPLAY, NEARLY HALF WAS SOLD BY CLOSE OF SHOW.

(E) 12-MONTH PROJECTION: 8,725,000 U.S. DOLLARS, PLUS DOLS 50 MILLION ESTIMATED 12-MONTH PROJECTION GIVEN TO US BY ONE LARGE MULTI-NATIONAL FIRM (WHO SPECIFICALLY ASKED THAT INFORMATION NOT BE MADE PUBLIC), A FIGURE WHICH WE BELIEVE IS PART OF FIRM'S EXPECTED SALES DUE TO LONG-TERM BUSINESS RELATIONSHIP WITH USSR.

(F) DISCUSSIONS INITIATED FOR LICENSING AND TECHNICAL COOPERATION AGREEMENTS - 2

(G) AN ESTIMATED 80,000 SOVIET SPECIALISTS ATTENDED EXHIBITION.

(H) TOTAL NUMBER OF EXHIBITORS - 18 COMPANIES, PLUS IEEE (SCIENTIFIC AND TECHNICAL SOCIETY).

NEW - TO - EXPORT: 0

NEW - TO - MARKET: 8

OLD - TO - MARKET: 10

FULLY ACHIEVING MARKET OBJECTIVE: 16

PARTIALLY ACHIEVING MARKET OBJECTIVE: 3

FAILING TO ACHIEVE MARKET OBJECTIVE: 0

NUMBER OF EXHIBITORS WITH REPRESENTATIVES ATTENDING FROM U.S.: 17

3. NOTEWORTHY RESULTS: ONE SMALL NTM COMPANY HAD UNEXPECTED MULTIPLE ORDERS; ANOTHER SMALL OTM COMPANY HAD ORDERS FOR OVER \$400,000; MANY SMALL EQUIPMENT SALES WERE CONCLUDED, UNCLASSIFIED

UNCLASSIFIED

PAGE 03 MOSCOW 09201 271419Z

RANGING FROM 9,000 TO 85,000 THOUSAND U.S. DOLLARS EACH. QUITE A NUMBER OF OTM COMPANIES SHOWING ONLY GRAPHICS AND SAMPLES RECEIVED SERIOUS INQUIRIES, PROPOSALS AND EVEN SOME ORDERS.

4. A MAJORITY OF PARTICIPATING COMPANIES AT U.S. EXHIBITION HAVE REQUESTED THAT INDIVIDUAL SALES FIGURES AND PARTICIPATNS REPORTS NOT, RPT NOT, BE MADE PUBLIC. CONCERN HAS BEEN EXPRESSED BY PARTICIPATING U.S. EXHIBITORS OVER POTENTIAL FOR ACCESS TO REPORTS IN U.S. GOVERNMENT FILES BY COMPETITORS AND OTHER HIGH INTERESTED NON-GOVERNMENTAL PARTIES, AS ALLOWED BY PUBLIC INFORMATION ACT. TWO SUCH INQUIRIES FROM NON-PARTICIPANTS AT SHOW HAVE ALREADY BEEN RECEIVED BY U.S. EXHIBIT STAFF.

5. EXHIBITOR COMMENT (CLEARED FOR PUBLICATION):

(A) "WE EXPERIENCED HEAVY INTEREST IN MOST OF OUR PRODUCT LINES AND FEEL THE SHOW PROVIDED EXCELLENT COVERAGE. IT IS DIFFICULT TO ANTICIPATE DOLLAR SALES IN OUR PRODUCT LINE, AS LEAD TIMES AND NEGOTIATIONS ARE PROTRACTED. HOWEVER, WE FEEL PROSPECTS ARE GOOD FOR BOTH SALES AND LICENSING. THE U.S. COMMERCE DEPT STAFF DID AN EXCELLENT JOB IN ADVANCE AND DURING THE EXHIBIT" (LARGE NEW-TO-MARKET COMPANY).

(B) "WE HAVE PARTICIPATED IN SEVERAL EXHIBITS SPONSORED BY THE DEPARTMENT OF COMMERCE AND IN EACH CASE WE ENJOYED A PROFESSIONAL ORGANIZATION AND ADMINISTRATION BY THE APPOINTED STAFF. I MUST, HOWEVER COMMEND THE PRESENT ELECTRO '77 STAFF HEADED BY MR. LARS LOFAS, BAR NONE, FOR THEIR PRE-SHOW PREPARATION, TOTAL DEVOTION TO ALL DETAILS, SERVICE WITH A SMILE... THE PERFECT TEAM..." (SMALL OLD-TO-MARKET COMPANY).

(C) "ORGANIZATIONAL AND PROMOTIONAL ASPECTS OF THE EXHIBITION ACCOMPLISHED BY THE ELECTRO '77 STAFF AND THE COMMERCIAL OFFICE WERE EXCELLENT, AND IN MAY CASES THE BEST OF ANY EXHIBITION I HAVE PARTICIPATED IN" (SMALL NEW-TO-MARKET COMPANY).

MATLOCK
UNCLASSIFIED

UNCLASSIFIED

PAGE 04 MOSCOW 09201 271419Z

UNCLASSIFIED

NNN

Message Attributes

Automatic Decaptioning: X
Capture Date: 01-Jan-1994 12:00:00 am
Channel Indicators: n/a
Current Classification: UNCLASSIFIED
Concepts: n/a
Control Number: n/a
Copy: SINGLE
Sent Date: 27-Jun-1977 12:00:00 am
Decaption Date: 01-Jan-1960 12:00:00 am
Decaption Note:
Disposition Action: n/a
Disposition Approved on Date:
Disposition Case Number: n/a
Disposition Comment:
Disposition Date: 01-Jan-1960 12:00:00 am
Disposition Event:
Disposition History: n/a
Disposition Reason:
Disposition Remarks:
Document Number: 1977MOSCOW09201
Document Source: CORE
Document Unique ID: 00
Drafter: n/a
Enclosure: n/a
Executive Order: N/A
Errors: N/A
Expiration:
Film Number: D770228-1215
Format: TEL
From: MOSCOW
Handling Restrictions: n/a
Image Path:
ISecure: 1
Legacy Key: link1977/newtext/t19770617/aaaaaojc.tel
Line Count: 136
Litigation Code IDs:
Litigation Codes:
Litigation History:
Locator: TEXT ON-LINE, ON MICROFILM
Message ID: 5ec77e76-c288-dd11-92da-001cc4696bcc
Office: ACTION EUR
Original Classification: UNCLASSIFIED
Original Handling Restrictions: n/a
Original Previous Classification: n/a
Original Previous Handling Restrictions: n/a
Page Count: 3
Previous Channel Indicators: n/a
Previous Classification: n/a
Previous Handling Restrictions: n/a
Reference: n/a
Retention: 0
Review Action: RELEASED, APPROVED
Review Content Flags:
Review Date: 09-Nov-2004 12:00:00 am
Review Event:
Review Exemptions: n/a
Review Media Identifier:
Review Release Date: n/a
Review Release Event: n/a
Review Transfer Date:
Review Withdrawn Fields: n/a
SAS ID: 2027925
Secure: OPEN
Status: NATIVE
Subject: ELECTRO \77 FINAL REPORT
TAGS: BEXP, UR
To: COM
Type: TE
vdkgvwkey: odb://SAS/SAS.dbo.SAS_Docs/5ec77e76-c288-dd11-92da-001cc4696bcc
Review Markings:
Margaret P. Grafeld
Declassified/Released
US Department of State
EO Systematic Review
22 May 2009
Markings: Margaret P. Grafeld Declassified/Released US Department of State EO Systematic Review 22 May 2009